DOCUMENT RESUME

ED 256 953 CE 041 539

AUTHOR McCormick-Pickett, Nancy, Ed.
TITLE Women on the Job: Careers in the Electronic Media.
INSTITUTION American Women in Radio and Television, Inc., Washington, D.C.; Women's Bureau (DOL), Washington, D.C.
PUB DATE Jan 84
NOTE 32p.
PUB TYPE Guides - Non-Classroom Use (055)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Broadcast Industry; Business Administration; Career Education; *Careers; Commercial Art; Communications; *Employment Opportunities; Engineering; *Females; Lawyers; Marketing; News Reporting; News Writing; *Occupational Information; Personnel Management; Production Techniques; Programing (Broadcast); Publicity; Radio; Television
IDENTIFIERS American Women in Radio and Television; Womens Bureau

ABSTRACT

This booklet describes briefly some career opportunities for women in the electronic media, both in and out of the broadcast facilities. Introductory materials include descriptions of the roles of American Women in Radio and Television, Inc., and the Women's Bureau in the U.S. Department of Labor. A discussion follows of the types of careers available in broadcasting, opportunities for handicapped individuals, and job search. Addresses of two national broadcast skills banks that offer guidance and leads to available positions are provided. Career opportunities in 10 areas of the electronic media are then described. Occupational information is provided for a number of careers in these major areas: administration, art, engineering, legal, news, personnel, production, programming, promotion, and sales. (YLB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

BEST COPY AVAILABLE

It is the hope of American Women in Radio and Television, Inc., as well as the Women's Bureau of the U.S. Department of Labor, that this booklet will provide useful information to those who aspire to a career in the electronic media and related fields.

Should you wish additional copies, please write either American Women in Radio and Television, Inc., 1321 Connecticut Ave., N.W., Washington, D.C. 20036 or the Women's Bureau, U.S. Department of Labor, 200 Constitution Ave., N.W., Washington, D.C. 20210.

Edited by:

Nancy McCormick-Pickett
Vice President, Programming
American Women in Radio and Television, Inc.

Artwork for the cover donated by WHAS, Inc., Louisville, KY, Dave Dunmeyer, Art Director.

Production donated by Mallinoff & Associates, Ltd., Washington, D.C., Estelle Mallinoff, President.

WOMEN ON THE JOB:
Careers in the Electronic Media

January 1984

Published by

American Women in Radio and Television, Inc.
Women's Bureau, U.S. Department of Labor

Table of Contents

Introduction

American Women in Radio and Television, Inc. 4

Women's Bureau, U.S. Department of Labor 5

What Is American Women in Radio and Television, Inc.? 6

What Is the Women's Bureau? 7

Women on the Job 9

Opportunities in the Electronic Media

Administration 17

Art 18

Engineering 19

Legal 21

News 21

Personnel 23

Production 23

Programming 27

Promotion 28

Sales 30

Introduction

American Women in Radio and Television, Inc.

American Women in Radio and Television, Inc., is pleased to present this newly revised edition of *Women on the Job: Careers in the Electronic Media*. We are honored that the Women's Bureau of the U.S. Department of Labor is participating with us in providing this information for you.

This booklet is offered in the interest of advancing new opportunities in the growing field of electronic communications as we rapidly become a more idea-oriented society. It is our hope that this booklet will be a contribution toward overcoming social and economic inequities in employment.

The members of American Women in Radio and Television, Inc., and the Women's Bureau join in the hope that women will be inspired by *Women on the Job* to pursue a career in broadcasting. A.W.R.T. and the Women's Bureau extend to each reader best wishes for a productive and rewarding future.

Jeri Warrick-Crisman
National President
American Women in Radio and Television, Inc.

Women's Bureau, U.S. Department of Labor

Several years ago the Women's Bureau participated with American Women in Radio and Television, Inc., in its publication of *Women on the Job: Careers in Broadcasting*. Since that time the job market has undergone many changes for the better. Career opportunities have broadened, electronic media have expanded into other fields, and rapid developments in technology have created new industries and new occupations.

Consequently, jobs on both sides of the camera and microphone are multiplying. In addition to newscasters and entertainers and their support staffs and crews, we find administrators, technicians, teachers, sales professionals, and training experts relying heavily on electronic communication tools and skills. Lawyers, engineers, statisticians, and personnel counselors also are among those needed in businesses related to the electronic media.

The question arises whether sufficient numbers of women know about these jobs and are preparing to apply for them. In these burgeoning fields, will women as well as men claim the opportunities for professional satisfaction, financial rewards, and career advancement?

There is no shortage of women who might find the work attractive. Approximately one million women a year enter or reenter the work force of this country. Additional thousands of women, already employed, are seeking career change or advancement. Among them, surely many will need guidance to break into job markets dynamically impacted by expansion of the electronic media.

This booklet was prepared to respond to that need.

Lenora Cole Alexander
Director, Women's Bureau
U.S. Department of Labor

WHAT IS AMERICAN WOMEN IN RADIO AND TELEVISION, INC.?

American Women in Radio and Television, Inc., is a national non-profit membership organization of professionals qualified in the electronic media and allied fields. Founded in 1951, American Women in Radio and Television is the nation's oldest continuing professional broadcast organization. The objectives of A.W.R.T. are:

- to work worldwide to improve the quality of radio and television
- to promote the entry, development and advancement of women in the electronic media and their allied fields
- to serve as a medium of communication and idea exchange
- to become involved in community concerns

Over three thousand members of American Women in Radio and Television, Inc. are engaged in over ninety job categories, encompassing the widest spectrum of professional occupations. On-air broadcasters, owners, executives, managers, creative personnel, administrators, attorneys, and corporate planners are only some of the positions held by A.W.R.T. members in a network composed of sixty local chapters and members-at-large, throughout the world.

WHAT IS THE WOMEN'S BUREAU?

The Women's Bureau in the U.S. Department of Labor was established in 1920 by an act of Congress with the mandate "to formulate standards and policies which shall promote the welfare of wage-earning women, improve their working conditions, increase their efficiency, and advance their opportunities for profitable employment." The Bureau remains the only federal agency whose sole responsibility is to serve the interests of working women.

Operating within the Office of the Secretary of Labor, the Bureau participates in departmental policymaking and program planning, and coordinates all Labor Department programs affecting women.

The Bureau focuses on an array of issues relating to women in the labor force. Some of the major issues are: Employer-sponsored child care as a support system for working mothers; the impact of technological changes on women's job opportunities; guidance for young women in the transition from school to work; the needs of older women, including displaced homemakers entering or reentering the labor force; equity; and advocacy of woman-owned businesses.

The Bureau has offices in the 10 federal regions across the nation. Each office, headed by a regional administrator, carries out the Bureau's programs and policies, develops responses to local needs, and distributes information and publications. Through the regional offices and the national headquarters in Washington, D.C., the Bureau works cooperatively with women's organizations, employers, unions, program operators, educational and social service agencies, and government at all levels.

Internationally, the Bureau is active in the development of policies promoting the welfare of women in countries around the world, working primarily with government officials and international organizations.

WOMEN ON THE JOB

Television and radio do more than simply entertain or provide news about major events of the day. They select individuals for placement in public view. Since the early 1960s, data have been developed which indicate that women and minorities have not enjoyed an equitable share of employment in the broadcast industry.

Such conclusions have served in part to encourage the Federal Communications Commission (FCC), the agency which regulates the broadcast industry, to adopt policies and procedures designed to assure equal employment opportunity in all television and radio stations.

In 1982 an FCC study showed that there were 191,982 people, both full and part time, employed in broadcasting. Of that number, 66,297 were women, which represented 34.5 percent of the work force.

More women are currently employed in higher pay categories than ever before. Increasing numbers of women are actively seeking employment in higher status jobs in all facets of the electronic media and are attending professional schools to prepare themselves for such jobs.

The FCC was the first independent federal regulatory agency to adopt nondiscriminatory rules, but its main mission is to assure that those who use the public airways do so in the public interest.

It is incumbent upon management to carry out the mandates of the Civil Rights Act of 1964 regarding fair and equal employment practices and the national mandate against discrimination.

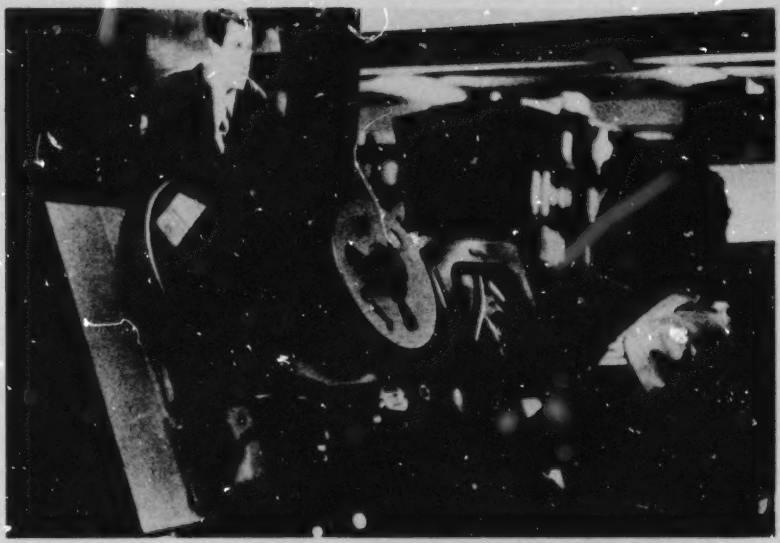
When seeking a career in the electronic media, it is wise to consider all aspects of the communications arena. While newscasters and performers are the most visible, career possibilities in the electronic media are far more extensive and include all of the numerous jobs that make the newscaster's appearance possible.

This booklet is intended to describe briefly some of those career possibilities both in and out of the broadcast facilities, since jobs are not confined to broadcast stations. Rewarding careers in allied fields can be equally gratifying and certainly as creative. While television, cable, and radio are more visible media, satisfaction in service can be a motivating factor in seeking employment in hospital audiovisual centers, school radio and television closed circuit systems, government agency studios, commercial film production houses, and numerous other places where audio and visual systems are used. In addition, there is job satisfaction to be found in the financial, sales, and marketing areas that enable commercial radio, television, and cable stations to exist. There are rewarding fund-raising jobs that pay for public radio and television. In the commercial world, there are broad possibilities in public relations, consumer affairs, and advertising, all of which involve the electronic media.

We recommend that you read this booklet with an open mind, thinking about your unique capabilities, interests, and training, as well as what would provide the most rewarding career for you as an individual.

Schools of communications, schools that provide major courses in radio and television, and colleges and universities that give degrees in these disciplines should be carefully examined by every student for accreditation and comparative value in the real world of the industry. *Broadcast Programs in American Colleges and Universities*, a 45-page booklet listing schools providing such courses of study, is available through the National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036 (cost $5.00).

There are employment possibilities for those who have not majored in the communications arts, but who are liberal arts graduates with energy and interest. Many successful professionals in the industry bring experience gained in areas other than broadcasting.



Engineer at work in Orlando, Florida.

News anchors preparing for an upcoming show.

Production technician lining up camera angles.

Sales assistant working with advertisers.

Reporter on the air

Director in action

Broadcasting and cablecasting involve many people in numerous allied fields aside from station operations. We have attempted to cover as many areas of potential employment as possible, but, by the nature of the business, our listings are not all-inclusive. Job titles may vary from market to market, station to station, system to system, company to company, and agency to agency. This will provide you with a general if not specific outline of the possibilities.

Telecommunications activities can be performed successfully by physically handicapped individuals. The electronic media industry employs people with a variety of disabilities to perform a wide range of professional jobs. If you have a disability but are otherwise qualified for any of the career categories in this booklet, do not hesitate to apply. Having a disability does not exclude you from a position in the electronic media. In fact, the rapid increase in the use of technology at the work station is reducing the necessity for physical stamina. Many trained and qualified handicapped people will find they are particularly suited to rewarding careers in the broadcast industry.

In most instances it is best to apply to the personnel director or management of the company. We advise that beginners start at small stations or with systems where experience requirements and salaries tend not to be high. Small stations offer opportunities for involvement in all aspects of broadcasting and cablecasting. For example, a traffic manager may write ad copy, produce the ad, and present it on the air. The experience that is acquired often leads to a position in a larger station in a larger market.

To assist in your job search there are two national broadcast skills banks that offer guidance as well as leads to available positions. The National Association of Broadcasters operates the Employment Clearinghouse which aids minorities and women in locating positions in commercial broadcasting. For more information write: NAB Employment Clearinghouse, 1771 N Street, N.W., Washington, D.C. 20036.

American Women in Radio and Television operates "Careerline," which aids anyone who is looking for a position in broadcasting. This service is free. For more information, contact: "Careerline," A.W.R.T., 1321 Connecticut Avenue, N.W., Washington, D.C. 20036.

For more information on careers in cable, write to: *Careers in Cable,* National Cable Television Association, 1724 Massachusetts Avenue, N.W., Washington, D.C. 20037.

Opportunities in the Electronic Media

ADMINISTRATION

Accountant

Handles accounts payable, accounts receivable, payroll, cost accounting, profit and loss statements, balance sheets, consolidations, tax preparations, capital investments, and general accounting and processing procedures.

In a cable system, the accountant also keeps records of payments by subscribers, computes and distributes monthly statements to subscribers including general bills for basic services and any additional charges for pay services. Degree in accounting helpful.

Administration Assistant or Office Manager

Assists station owner or general manager of local radio, television or cable system. Assistant often begins career in typing pool, moves up to private secretary, then to administrative assistant, who carries out responsibilities delegated by the owner or manager. Typing and shorthand required. Knowledge of broadcasting or cablecasting helpful.

Business Manager

Handles all financial transactions, budgets, and related matters. Degree in business administration, finance, or accounting helpful, or long and varied work history in the field. Beginners in this field often begin in the accounting department and work up to the top post.

Customer Service Representative

Cable system—Handles orders from subscribers for installation of cable service, and answers questions or complaints about the service from subscribers. Experience in consumer affairs and complaint handling helpful.

17

General Manager

Cable system—Responsible for complete operation of the cable system, including marketing, public services, engineering, programming, finance, employment policies and employee benefit plans.

Station—Responsible for complete operation of station, including personnel, programming, engineering, accounting, sales, profits, and continuation of the license to operate. Must have experience in all phases of broadcast management. Degree in business administration and/or broadcasting beneficial, or years of experience in the business.

Government Relations Specialist

Represents the interests of a group (broadcast stations, cable systems, equipment manufacturers, editors, actors, engineers) before regulatory agencies, the Congress, and the public. Usually lobbies for policies and laws that are in the best interest of the industry or group. May provide information to these bodies. Position usually found at trade associations, the networks, and large broadcast and cable groups. Legal background is helpful. Knowledge of issues, policies, regulations and laws pertaining to the industry or group is necessary.

Labor Relations Specialist

Negotiates all collective bargaining agreements for the company and administers the company's labor relations policies. Training and experience in labor relations essential.

Service Dispatcher

Cable system—Dispatches requests for cable service to the field. Monitors service, installation and trunk line dispatches, and requests for disconnects, and records all communications.

ART

Art Director

Advertising—An artist employed in an executive capacity by an agency. Usually a department head. Responsible for planning, directing, and creating artwork for use in print or broadcast advertisements. May be responsible for television commercial produc-

tion. Art degree essential. Knowledge of radio and television and cable production essential.

Broadcast and cable—In charge of art department at station or network levels. Responsible for planning, directing and creating artwork for use in broadcast or cablecast advertisements. Must have knowledge of photography, slide, and video production.

ENGINEERING

Chief Engineer

Develops, plans, prepares budget estimates and specifications of equipment including audio systems for radio, video, video recording, film projection, and studio lighting systems for television and cable. Previous experience is necessary. FCC First Class Operator's License usually required. Degree in engineering may be required.

Chief Technician

Supervises all technicians. Assures high quality signal delivery of satellite and microwave relays of the receiving antennae which receive broadcast, microwave and satellite signals that are amplified and processed for transmission to the subscriber's home. Previous experience is necessary. FCC First Class Operator's License and degree in engineering may be required.

Engineer

Provides staff power and facilities for network or station programs, master control, projection room, and remotes.

Film Camera Operator

Operates 16mm film camera. Training in use of equipment and in production essential. May specialize as news film camera operator and accompany reporter on news stories. May specialize as documentary film camera operator and shoot all film for documentaries. Union membership may be required.

Installer

Prepares the subscriber's home for cable reception, explains the operation of the system to the subscriber, and disconnects system when subscriber no longer has cable service. Previous technical experience necessary.

Plant Maintenance Technician

Responsible for the physical maintenance of the cable plant, poles, pole transfer, and general repair of damage which might occur due to weather or other external conditions. Technical experience helpful.

Service Technician

Solves any technical problems the subscriber may have and often makes service calls to the subscriber's home. Previous customer service experience helpful.

Strand Mapper

Surveys the geographic area to be covered by the cable, determining the number of connections that can be made to each pole and deciding if any adjustments to the poles are needed to accommodate the cable. Previous experience necessary.

Studio/Field Engineer

Operates a TV camera in TV studio or other point in live origination, arranges microphone placement and adjustment, and regulates electronic quality of the pictures. Operates sound-recording equipment to reproduce live shows for delayed broadcast or recorded programs. Previous experience necessary. FCC First Class Operator's License usually required. Degree in engineering may be required. Union membership may also be required.

Switcher/Director

Responsible for on-air switching of local station breaks. Technical experience helpful.

Trunk Technician

Corrects any electronic failures in the main cable line, or the feeder amplifier. The trunk line is the main line of a cable system and is strung along main streets of a city or the system's plant area. Previous experience necessary.

TV Camera Operator

Operates television camera. Training in use of equipment and in production essential. Union membership may be required.

20

Video Tape Editor

Operates video tape recording equipment for instantaneous or delayed broadcasting or cablecasting of programs. Edits tape. May be employed in news, public affairs, or special events. FCC First Class Operator's License usually required. Applicants with technical experience may apply for these positions as "Vacation Relief" employees, which allows them to enter the union and acquire 3-5 months' experience with the technical staff.

LEGAL

Attorney

Lawyer employed by network, local station or cable system to handle legal matters including the license renewal and franchise process. Law degree required. Specialization in communications law helpful.

NEWS

Assignment Editor

Selects the producer, correspondent, and crew to cover a specific news story. News experience required. Degree in journalism helpful.

Associate Producer/Field Producer

Assists producer and provides back-up in terms of concept, assignments, content, and format. News and production experience helpful.

Correspondent

On-air reporter who covers a news assignment, reports it back to network news departments, and may supervise the editing of the segment with the news writer and/or film editor. News writing experience required. Degree in journalism helpful.

Desk Assistant

Maintains news service machines, collects and distributes teletype tapes to news editors and writers, assists in the preparation of sports scores and weather round-ups, and acts as general manager for the department. Entry-level position.

21

News Anchor

Delivers all news live on the air. Must have clear speaking voice and good knowledge of current events. News writing and editing experience very helpful.

News Director

Selects events to be covered and stories to go on the air. Responsible for the budget. Supervises the news staff. News and management experience required.

News Editor

Maintains control over finished product; carries out company policy in news content; interrupts programs for special broadcasts. News experience required. Degree in journalism helpful.

News Reporter

Gathers news from many different sources, writes and reports it on the air at a local or network station. News experience and interest in politics helpful.

News/Special Events

Personnel work at both network and station levels. Involved in the daily gathering and production of "hard news," in addition to special video documentaries.

News Writer

Writes, rewrites, condenses, and processes news material secured from outside news associations or from correspondents for cable, local or network news programs on radio and television. For television, must have film experience as well as writing skills.

Producer

Responsible for concept, format, and content of any program. News and production experience required.

Production Assistant

Functions as staff or unit assistant to producer. Assists in day-to-day requirements of news gathering, in the field or in the office as well as scheduling and typing. Entry-level position.

Production Secretary/Researcher

In some production units the skills of typing and stenography

22

combined with research experience are used in a position with career advancement potential. Entry-level position.

Researcher

Reads, interviews, researches any information required by producers and editors, in the field and in the office. Entry-level position.

Stringer

Lives in area apart from station news bureau, and reports newsworthy events from the locale for television, radio, cable stations or networks.

PERSONNEL

Employment Interviewer

Recruits, interviews, tests, and selects applicants to fill current openings, conducts follow-up and exit interviews, and assists in personnel research projects.

Personnel Director

Supervises staff that recruits, interviews, tests, selects, and refers applicants for employment as well as handling transfers and promotions within the company. The director recommends, interprets, and administers company personnel policies. Is responsible for reviewing and evaluating existing jobs and establishing salary levels and ranges. Administers medical program to assist the employees in maintaining, improving or restoring their health. Supervises the company training program. Prepares and maintains personnel records.

PRODUCTION

Announcer

With radio and television networks and stations, person who delivers commercials, promotion, public service, and identification spots. In network broadcasting or cablecasting, reads all commercials, nondramatic and noncomic material in scripts. May also run equipment on local level and this requires third class license.

Microphone and camera technique and ability to read well on sight are necessary. Union membership required at networks and many stations.

Casting Director

Advertising—Supervises staff in selecting performers for roles in radio and television commercials, holds auditions, may negotiate talent contracts. May select models for still photography and for special public relations needs as well.

Broadcast—Found in larger markets only. Usually a department head who supervises staff in selecting performers for dramatic or variety shows. May be employed by a television station, network, or film production company.

Copywriter

Writes commercial copy in both local stations and advertising agencies. Sometimes known as continuity writer. Degree in journalism beneficial or vast experience in the field.

Director

Responsible for studio production of programs, or commercials and technical action. Knowledge of theatre and film, tape, and camera techniques necessary, as well as knowledge of acting, lighting, technical equipment, film, and tape editing. Degree in broadcast production or theatre arts helpful, or extensive experience in the field.

Director of Local Origination

Directs locally produced programming which includes supervision of all phases of development from inception of the idea and writing of the script through the technical production.

Disc Jockey

Radio stations only. On-air personality or announcer as emcee on record program. At many local stations, must have third class license. Union membership may be required.

Film Editor

Edits negative and positive film at station or film production company for programs and commercials. For top status, cinematic editing degree required. Otherwise, must have vast knowledge of

film and film equipment. Membership in union may be required. Apprenticeship to achieve full film editor designation often takes seven years.

Guest Relations Director

Work involves liaison with general public, programs, and/or stations or networks. Handles ticket distribution, arranges tours of stations or networks. College degree in broadcasting helpful. Must have interest in and ability to work with people.

Home Economist

Advertising agency—Home economist runs test kitchens which develop new uses for food products for agency's food clients. Also, develops ways to prepare food so that it is attractive on color television.

Manufacturer—Home economist affiliates with company making or distributing food products. Develops new uses for company products. Sends recipes and new-use ideas to broadcasters for use on their programs.

Station—Hosts cooking show. Demonstrates cooking, interviews guests. Degree in home economics helpful. Often makes personal contacts to sell time in the show to food manufacturers or distributors.

Librarian

Music—Catalogs records in local radio station. Often chooses music to be used on programs. Extensive knowledge of music necessary.

VTR—Catalogs video tapes in station or network. Often assists news department.

Lighting Director

Sets lights in television or motion picture studio for film and tape production. Radio-TV degree helpful and many years of experience in actual production necessary. Apprenticeship usually necessary. Union membership may be required in larger markets.

Makeup Artist

Applies makeup to performers. Must have training. Apprenticeship usually required. Union membership may be required.

25

Musician

Primarily a network or production company job. Plays in TV or film studio orchestras. Local stations use recorded music. Union membership may be required.

Photographer

Takes still or motion pictures for use in news, production, public relations, or promotion departments. Must be experienced photographer. Station training required.

Producer

In charge of all development and production aspects of specific live, tape, or film programs. Works on staff of local station, network, or with independent production company. Needs overall knowledge of performing, directing, lighting, makeup, technical equipment, and costs. Years of experience in all fields of radio and television industry necessary before becoming a producer.

Production Manager

Reports to program director and is involved in entire range of station's programs. Determines personnel, space, and equipment needed, and supervises studio activities. Production and management experience necessary.

Production or Program Assistant

Assists producer in all phases of program development and production. Broadcast degree helpful. Entry-level position.

Scenic Designer

Designs backgrounds for shows and supervises construction. Theatre arts background helpful. Knowledge of carpentry and design essential. Union membership may be required.

Talent

Any performer paid to appear on radio, television, or cable. This includes any person who performs as an actress/actor, singer, dancer, announcer, newscaster, narrator, commentator, lecturer, analyst, mistress/master-of-ceremonies, sound effects artist, demonstrator, moderator, panel member, disc jockey, model, sportscaster, specialty act, puppeteer, or extra.

Tape Editor
Same as film editor except that tape is the medium used.

Teleprompter Operator
Prepares script to be displayed on the teleprompter. Loads and operates teleprompter. Usually an entry-level position.

Unit Manager/Operations Manager
Responsible for preproduction estimates, ordering of staff power and facilities, supervising production, accounting for all expenditures, and final reconciliation of costs for television, radio, or cable productions. Position exists at both network and local levels. Broadcast and management experience required.

Wardrobe Designer
Creates designs of costumes for television shows and production companies, supervises their construction. Extensive experience in theatre history, sewing, and design necessary. Theatre arts degree beneficial.

PROGRAMMING

Community Affairs Director/Manager
Develops and plans all community projects for radio or television station. Acts as liaison between station and community. Many times serves as station representative for various educational institutions, government, and civic agencies. At some stations, depending upon the size and market, selects and produces public service announcements, produces public affairs programming, and is editorial director. Responsible for the maintenance of the station's FCC Public Inspection File and the station's community ascertainment. In many cases works closely with the station's promotion manager. Knowledge of the community is necessary. Broadcast experience helpful.

Director of Public Access
Responsible for the operation of channels available for use by the public. Assists the public in producing its own programming.

27

Editorial Director

Researches, writes, and determines editorial position of the station. In some stations may include on-air broadcasting. Good research and writing skills necessary. Broadcast experience helpful.

Program Director/Manager

Plans entire broadcast or cablecast schedule. Ensures that local or live tape shows are produced and directed, all news elements are handled effectively, announcers are scheduled properly, film and tape shows are purchased with consideration of audience taste, show costs, and adaptability to schedule. Is responsible for hiring and firing of personnel within the department. Works closely with station manager, sales director, and public service department. Years of experience in broadcasting or cablecasting necessary before attaining position. Begins in lesser position in radio, television, or cable operation and works up.

Public Service Director

Works in radio or television station as liaison between community organizations and station. Collects information about club activities, group projects, and public service community campaigns and supervises preparation of copy to publicize these events on the air. In smaller stations, position may include on-air broadcasting or cablecasting.

PROMOTION

Advertising Manager

Supervises all broadcast, cablecast, and print advertising for a specific company. Works with company's advertising agency, applying agency's recommendations to company's advertising and marketing assignments. Advertising experience essential. College degree desired. Assistant's job may lead to managerial position.

Clipping Clerk

Maintains files of current newspaper clips, older clips, photos, features, color breaks, and reviews. Entry-level position.

Copywriter
Creates copy and layout for newspaper and magazine advertising and writes and assembles promotional material for presentation to clients and agencies.

Director—On-Air Advertising
Directs creation, production, and placement of all radio and television advertising for the television or radio station or network.

Fashion Director
Works for fashion house or retail outlet writing broadcasters' news releases about clothes. May appear as guest on radio, television, or cable programs discussing style trends and/or modeling employer's styles. Often combined with advertising and public relations or publicity departments where clothes are chosen for commercial ads and copy is written. Knowledge of fashion and ability to perform required.

Film Librarian
Responsible for filing all used films and cross-referencing the files for later use. Also, inspects and repairs film. News experience helpful.

Listings Editor
Responsible for station or network advance program schedule, which is the basic source of program listings. Entry-level position.

Marketing Director
Develops and coordinates all marketing activity by creating promotional programs, overseeing market research, and supervising advertising to ensure advertising and public acceptance of services and products.

Photo Clerk
Acts as liaison between outside contacts and department, controlling flow of production of photos; coordinates captions and mailing deadlines. Entry-level position.

Promotion Manager
Promotes audience interest in the station and its programs

through use of press releases, ads in newspapers, or on-air spots. Usually includes supervision of production of film and tape promotional announcements. Writing skills required. Knowledge of film tape, sound recording, and production helpful, as well as broadcast degree.

Public Relations/Public Information Officer

Creates favorable image of company, institution, or organization, through writing and releasing to various media stories of personalities within a company or its daily operation. Differs from advertising, since public relations material is placed in the media free of charge. Ability to generate ideas essential. Jobs available in public relations firms, individual companies, educational institutions, federal agencies, and trade associations.

SALES

Account Executive

Advertising—The advertising agency's liaison between the agency and the client or account. Responsible for analyzing advertising and marketing problems of the advertiser and bringing agency's solutions of those problems to the client for approval. Must understand broadcasting and cablecasting as selling tools and their relationship to other sales media such as print. Advertising or business administration degree is essential

Broadcasting or Cablecasting—Sells time on radio, television, or cable to advertising agencies or to sponsors. Extensive knowledge of sales and broadcasting or cablecasting necessary.

Broadcast Representative

Salesperson employed by a sales representative firm hired by individual stations to represent them in cities where large advertising agencies have their main offices. Sells client's air time to agency time buyers. Sales and/or journalism training helpful.

Financial Analyst

Advises on the cost of the proposed franchise plan and recommends sources of financing for the cable system. Previous business experience helpful.

30

Market Analyst

Conducts studies to project the expected percentage of penetration (number of subscribers) within a community. Previous market research experience helpful.

Sales Manager

Establishes and achieves sales objectives, prepares guides for personnel, supervises establishment of effective sales promotion and advertising campaigns, controls commercial copy, and supervises traffic operation. Business or broadcasting degree helpful. May begin as a salesperson and work up to top position.

Sales Staff

Works with assigned accounts, selling time or programs or special talent. Should be able to meet public easily and have some sales training. Bachelor's degree helpful.

Time Buyer

Employed by advertising agency. Buys 30-second and 60-second time periods within specific programs or buys programs on network or station in which advertisers display their products through film or tape commercials. Knowledge of broadcasting helpful but not required. Often learns on the job.

Traffic Manager

Makes up daily log which is a guide for use of radio and television personnel. Schedules all shows and commercial announcements. Knowledge of broadcasting and computers and interest in detailed work essential. Often learns on the job.

American women in radio and television inc.

1321 Connecticut Avenue, N.W. • Washington, D.C. 20036 (202) 296-0009

U.S. Department of Labor

BEST COPY AVAILABLE